

**WORDPLAY AND TRANSFORMATIONAL
STRATEGIES IN ENGLISH-PERSIAN ONLINE NEWS
HEADLINES OF EURONEWS**

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**WORDPLAY AND TRANSFORMATIONAL
STRATEGIES IN ENGLISH-PERSIAN ONLINE NEWS
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by

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KEY TO SYMBOLS OF TRANSLITERATION

Symbols of Persian Consonant Transliteration

n	ن	k	ک	š	ش	r	ر	j	ج	ʔ	ء - ع
v	و	g	گ	ɣ	غ	z	ز - ظ - ذ - ض	č	چ	b	ب
h	ه - ح	L	ل	f	ف	ž	ژ	x	خ	p	پ
y	ی	m	م	q	ق	s	س - ث - ص	d	د	t	ت - ط

Symbols of Persian Vowels Transliteration

â	آ	a	اَ
i	ای	e	اِ
u	او	o	اُ

LIST OF ABBREVIATIONS AND SYMBOLS

SL	Source Language
ST	Source Text
TL	Target Language
TT	Target Text
SLT	Source Language Text
TLT	Target Language Text

**MAINAN PERKATAAN DAN STRATEGI TRANSFORMASI DALAM
TAJUK BERITA DALAM TALIAN BAHASA INGGERIS-BAHASA PARSI
EURONEWS**

ABSTRAK

Dalam aliran maklumat tanpa henti yang terdapat di pasaran media berita, bahasa tajuk berita dapat disifatkan melalui beberapa ciri linguistik, pragmatik, retorik dan fungsian yang membezakannya daripada pelbagai bahasa lain yang tidak khusus. Dalam tesis ini, kajian dibuat terhadap ciri-ciri retorik tajuk berita dalam bahasa Inggeris dan terjemahannya dalam bahasa Parsi melalui penggunaan mainan perkataan. Kajian ini menggunakan 200 sampel tajuk berita (100 bahasa Inggeris, 100 bahasa Parsi). Mainan perkataan dikaji kerana mainan perkataan ini membawa kepada daya pemujukan melalui mesej yang kadang-kadang begitu halus sehingga pembaca tidak mungkin akan dapat mengenalinya. Satu taksonomi mainan perkataan dibina mengikut model Leigh (1994) yang memungkinkan pengkaji untuk mengakses senarai semak yang komprehensif. Cara unsur pemujukan, iaitu mainan perkataan, disampaikan kepada pembaca tajuk berita bahasa Parsi dikaji menggunakan kaedah deskriptif dan berdasarkan analisis retorik teks. Rangka kerja teori ini berdasarkan model strategi transformasi van Dijk (1988a) terutama kerana konsep terjemahan dalam berita global cukup unik dan melibatkan aktiviti seperti pengolahan semula, penyuntingan, pensintesisan dan penyediaan semula berita sumber itu. Oleh yang demikian, perubahan dalam pengekalan mainan perkataan dapat ditentukan. Hasil kajian menunjukkan bahawa tajuk berita bahasa Inggeris lebih cenderung untuk mengandungi satu atau lebih mainan perkataan yang jelas berbanding tajuk berita bahasa Parsi. Jenis mainan perkataan yang digunakan dalam

tajuk berita kedua-dua bahasa adalah sama, yang berbeza ialah tajuk berita dalam bahasa Inggeris menggunakan litotes, onomatopoeia dan asindeton secara eksklusif manakala bahasa Parsi hanya menggunakan anafora dan lampau ulang dalam tajuk beritanya. Dalam kedua-dua bahasa, mainan perkataan yang paling kerap digunakan ialah bahasa kiasan (*tropes*) atau lebih khusus metonomi. Walau bagaimanapun, terdapat beberapa mainan perkataan seperti polisindeton, anadiplosis, antimetabola, epistrof dan poliptoton yang tidak hadir dalam kedua-dua tajuk berita bahasa Inggeris dan bahasa Parsi. Majoriti kategori yang tidak digunakan jatuh di bawah kategori skema. Perubahan transformasi yang berlaku dalam terjemahan mainan perkataan amat luas perbezaannya bermula dari menyimpan mainan perkataan dalam tajuk berita secara metonomi, personafikasi, kilasan, perumpamaan, ironi dan hiperbola sehingga penghapusan mainan perkataan secara terus dengan penggunaan elipsis, pan, anastrof dan aposis dalam kebanyakan kes.

WORDPLAY AND TRANSFORMATIONAL STRATEGIES IN ENGLISH- PERSIAN ONLINE NEWS HEADLINES OF EURONEWS

ABSTRACT

Within the endless stream of information available on the news media market, news headline language is characterised by several linguistic, pragmatic, rhetorical and functional features that distinguish it from other varieties of language that are not specialised. In the present thesis, the rhetorical features of English news headlines and their translation in Persian, through wordplay investigation, using a sample of 200 news headlines (100 English, 100 Persian) are studied. Wordplay is investigated because it leads to the persuasiveness of message that is sometimes so subtle that the readers might not even recognise it. A taxonomy of wordplays is constructed according to Leigh's (1994) model which made it possible to access a comprehensive checklist. The way the persuasive element, i.e. wordplay, is presented for the Persian headline readers is examined using the descriptive method and in light of textual rhetorical analysis. The theoretical framework is based on van Dijk's (1988a) model of transformational strategies primarily because the concept of translation in global news is quite unique and involves transformational activities like reshaping, editing, synthesising and repackaging of the source news. Accordingly, the changes in wordplay retention can be determined. The outcome of the study suggests that English news headlines are more likely to contain one or more clearly defined wordplay than Persian news headlines. The types of wordplays used in the news headlines of two languages are similar with the difference that litotes, onomatopoeia and asyndeton are used exclusively in English and anaphora and periphrasis only in Persian news headlines. In both languages, the most frequent wordplay is that of

tropes or more specifically metonymy. However, there are some wordplays such as polysyndeton, anadiplosis, antimetabole, epistrophe and polyptoton that are absent in both English and Persian headlines. The majority of unused categories fall under the category of schemes. The transformational changes that take place in rendering wordplays vary in prevalence ranging from maintaining the wordplay in headlines with metonymy, personification, allusion, simile, irony and hyperbole to complete deletion of wordplay in headlines with ellipsis, pun, anastrophe and apposition in most instances.

CHAPTER 1

INTRODUCTION

1.1 Overview

In the present section, the role of wordplay in persuasion will be highlighted. The specific nature of translation in news domain will be introduced. The notion of news trans-edition will be addressed and the potential challenges in rendering wordplays from the source text to the target text will be presented.

A country, in today's world, can barely develop in isolation. Media has the power to influence the lives of people in numerous ways, be it political, criminal, economical, cultural, scientific, entertaining, advertising, and so forth. People are fighting tooth and nail to cope with the flow of information. Hereupon, news media seems to be an undeniable part of the global world today, and the role of translators becomes salient. They make it possible for any reader to get informed of the current world situations.

In such a world where, as Sandell (1977) and Oaks (2012) remarked, mass communication have a crucial part in shaping attitudes, opinions, events and objects, the wording of the message may be the most important factor in persuading the recipient to adopt a particular point of view. Ungerer (2000) argued that for successfully communicating the message, all texts must seduce their audience in order to win them and maintain the impression. They must urge the potential reader into reading and into accepting the message. No surprise that media texts are saturated with strategies to fulfil this goal. Accordingly, it seems likely that wordplay (rhetorical figures of speech) may be used in news headlines for attracting readers to read the whole article, and ultimately persuading in accepting or rejecting a particular

opinion.

DeRosia (2008) argued that “rhetorical figures were thought by the ancients to have a wide variety of effects among recipients, including effects on attention, comprehension, cognitive responses, affective responses, source evaluations, and extra figurative effects.” (p. 46). Wordplay is generally a prominent means of persuasion. It achieves a particular effect by using words in distinctive ways. Playing with words is also a powerful means to raise interest and build attraction and even sell products and ideas (Henry & Tator, 2002; Leigh, 1994; McQuarrie & Mick, 1993; Tuan, 2010). Based on classical rhetoric and previous studies on wordplay, Leigh (1994) classified the wordplay into two broad categories of schemes and tropes. Schemes contain play with word order, syntax, letters and sounds. On the contrary, tropes deal with the play with meaning of the words. Each of these schemes and tropes are divided to their related subcategories that form a long list of wordplay. These concepts will be explicated in section 3.1.3.

The market and the commercial logic play the determining role in the highly competitive world of news media. In an attempt to beat the competition from other news producers in attracting more readers, one particular subject may have gone through various trans-editions before it reaches its final version (Bielsa & Bassnett, 2009). News trans-editing involves both translating and editing which occur simultaneously, and cannot easily be distinguished from one another (Stetting, 1989). Since news media deliver news to the target public, news editors pay delicate attention in choosing their words and specifying their priorities. This, according to Russial (2004) and Rich (2010), seems to be more obvious in a news headline which is an influential factor in tempting the reader to continue reading the whole article.

Headlines are usually written by different people from those who write the main bodies of the news texts (Bell, 1991). Accordingly, Dor (2003) mentioned that news editors and copy editors usually dictate the choice of headlines for specific news stories. As a journalist, editor and linguist, Bell (1991) asserted that headlines are a “part of news rhetoric whose function is to attract the reader.” (p.189). Saxena (2006) claimed that skilled copy editors devote noticeable time to write headlines because they know that “dead and dull headlines drive readers away from good news reports.” (p. 17). Given that one of the main functions of headlines is “persuasion” and with considering the fact that “wordplay” is generally a significant means of persuasion, wordplay investigation in news headlines and changes that it manifests in going through one language into another is the salient issue that counts throughout this study.

Needless to say, the limited number of resources for the comprehensive coverage of events and developments in various parts of the globe causes the reliance of most countries of the world on foreign, primarily western news agencies. In such situation, translation and transformation of news seems inevitable. To meet the demand of mass population for getting access to up-to-date news of the world, news agencies and news websites are required to translate part of their broadcasted news. Meanwhile, as will be mentioned in section 2.6, the notion of “translation” is entirely different in the realm of global news. It entails the processes of adaptation and manipulation of the original text in order to suit the target audience (Bielsa & Bassnett, 2009). Furthermore, as Amouzadeh, Eslami Rasekh, Tavangar, and Khanjan (2011) argued, news translation seems to be a highly situation-bound activity in which a translator finds her/himself surrounded by a great variety of governing factors shaping her/his work. These governing factors, as Darwish (2006)

and Ali (2009) claimed, may put pressure on the translator to alter the source news. For instance, in translation of news headlines, the translator may be faced with technical constraint (e.g. space) that ultimately may affect terminology selection. These factors are more tangible in some government-controlled media that, as Fenby (1986) mentioned, specifically make news suit particular political purposes.

van Doorslaer (2010) claimed that “the journalistic selectivity visible in the appropriation, translating and editing of certain materials influence the framing of world perception.” (p. 181). In addition, Fiske (1994) and Reinsch (1971) stated that the word choice of the writer can influence the readers’ appreciation. Furthermore, according to Alexander (1997), headline writers tend to engage the headlines in different wordplay. This wordplay, as Bizzell and Herzberg (2000) mentioned, can and do change the ultimate meaning of an utterance. Consequently, the translation and transformation of wordplay (rhetorical figures of speech) seems to be an extremely sensitive task particularly in news headlines where the figurativeness of language may bear a special purpose. This theme will be further expanded in the following sections.

1.2 Rationale of the Study

The Canadian professor of rhetoric, James De Mille (1878), aptly put the importance of studying wordplay (rhetorical figures of speech) in the following way:

1. Although figures of speech may differ in special character or effect, all of them share a common point; and that is their contribution to the embellishment of style. Some wordplays depict a picture before the mind, some magnify the sense of proportion, and others adorn the subject by comparing and contrasting it with some other thing(s). Hence, in different ways they appeal to the aesthetical sensibilities.

2. By the potential power of the majority of figures of speech in throwing a fresh light upon a subject by presenting it in a new and unexpected form, they contribute to perspicuity of utterance.

3. They add to the persuasiveness of style. They cast variety to style by enabling the writer to change his/her form of expression at will. They can shape a same statement in a way that projects a different sense from its original straightforward form.

4. Rhetorical figures of speech occupy a foremost place in any study on style or criticism. The sacred scriptures are saturated in them. The world of literature, both ancient and modern, is abundant in the occurrence of rhetorical figures of speech.

Therefore, when there is such emphasis on the importance of wordplay, and considering the fact that it is all around us, from common language of everyday life to such specific markets as advertising, it seems to be of value to study its role in one aspect that the majority of people are concerned: news headlines. Van Dijk (2009) mentioned that analysis of news talk can bring out the usually not explicit ideologies of journalists. He pointed at headlines as the most prominent information of the news which come first and summarise the story in the body.

Chiluwa (2007) pointed out that headlines are discourse units capable of being analysed as independent texts. Hence, one of the main reasons behind doing the present research is studying headlines in two languages – English and Persian – to determine the types of wordplay that news editors use. Thus, by investigating wordplay in news headlines, the present thesis can exemplify how rhetoric may be utilised in practical ways in real life areas. It shows the ways copy editors persuade the readers through their language and express ideas beyond the plain meaning of the words.

On the other hand, as Samuelsson-Brown (2004) mentioned, there is a need for translators to acquire certain linguistic skills. Rhetorical figures of speech can create various kinds of linguistic-semantic effects and accordingly can affect the overall meaning of the headlines. A slight change in a translated text can project a different picture (Vuorinen, 1997, 1999). Pun, idiom, metaphor, irony, oxymoron, and the majority of other wordplays constantly examine the translator's creativity and ability in playing with words. Hence, considering the importance of wordplay in creating appealing effects in readers and the challenges that they may cause for translators, the present research aims to investigate the transformation strategies that copy editors employ to render wordplay (figures of speech) from one text into another one.

The review of previous studies on wordplay and headlines (section 2.7), revealed that when the study was on wordplay, it was done on advertisements rather than news headlines (e.g. Jalilifar, 2010; Khodabandeh, 2007a; Leigh, 1994; McQuarrie & Mick, 1993, 1996, 1999; Roberts, 1998; Smith, 2002, 2006; Tom & Eves, 1999) and when the study was on news headlines, the concern was mainly about language and ideology in the press (e.g. Ali, 2009; Amouzadeh et al., 2011; Bell, 1991; Chilwa, 2007; Fowler, 1991; Valdeón, 2007a). The research on *wordplay* per se in two languages' parallel news headlines has received less attention partially because the access to the large body of source and target parallel news documents is time consuming and not easy to obtain. It is likely that the novelty of the present research in investigating headline wordplay and its transformation in online parallel English-Persian news corpus can add a new chapter in the previous literature on headlines. This novelty is another reason for performing the present study. Finally, the present study tries to provide a guideline for novice translators, particularly those who show volition to work on translation and transformation of news texts, of the most frequent

transformation strategies used in dealing with a specific wordplay in news headlines. For justifying this claim, Kuhiwczak and Littau (2007) mentioned that there are times when practicing translators wish there were a better interface between theory and practice, and Wagner (2006) argued that the present boundaries between translators and translation studies scholar should break up to bring the theory and practice closer. Since the present study deals with the real data as they appear in a news website without any manipulation, the authenticity of the data can add value in studying the strategies.

1.3 Statement of the Problem

Iarovici and Amel (1989) claimed that both headline strategy and advertising strategy seek to bring about desire. In the case of headline the desire is to read the whole article; and with regard to advertisement the desire is to purchase the product. Ali (2009) mentioned that the headline writer and the headline translator have the same purpose of winning the readers' emotion with as few words as possible. She claimed that the language of news presents factual content of the story as well as emotional tone. This emotional tone is mostly achieved through wordplay. However, "its role in headline writing and translation has largely escaped the attention of scholars and researchers." (p. 33).

It will be emphasised in the present thesis that wordplay has an effect in persuasiveness and attractiveness of message. However, the regularity that they appear at news headlines is not clear. Regarding the present corpus, some categories of wordplay might frequently appear in English news headlines and their equivalent Persian versions while others might seldom show themselves. On the other hand, headline writers might be reluctant even in using any kind of wordplay and show

preference in using straightforward headlines. Examining the equivalent headlines in another language, here Persian, a particular wordplay in English news headline may be missed, compensated by a figure from the same or different category, or completely be rendered into Persian news headline. In light of the sparse or non-existing prior research to shed some light on the research problem (section 2.7), the first research question of the present thesis will deal with this issue.

Alhadithi (1996) conducted a research in English-Arabic headlines with the emphasis on wordplay. In another English-Arabic translation study, conducted by Ali (2009), considering approximately limited numbers of wordplays, the use of wordplay in English-Arabic news headlines is studied, as well. Nevertheless, little quantitative and qualitative information is available about “the type” of wordplay that is used in English-Persian parallel news headlines.

On the other hand, often choosing an adequate translation for wordplay seems to be a dilemma for translators: whether they should give up the wordplay or provide a more or less free adaptation. In Delabastita’s (1996) words, it is a paradox that the only way to be faithful to the source text is to be unfaithful to it. He added that “While it is of course true that many wordplay cannot be transposed without substantial modifications and will accordingly bring the source-oriented translator face to face with the dilemma between ‘loss’ and ‘adaptation’ of the wordplay, this is by no means always the case.” (p. 135).

Considering the target headlines in news articles, often they are translated in a way that it is difficult to distinguish the translated headline from the original headline (Al-Shehari, 2007). Sometimes the translators cannot render the message behind a specific wordplay, or they have to change the message to appeal to the target readership. An idea can be either reproduced or completely lost in the translation into

the target language (Hermans, 2003). However, Teilanyo (2007) mentioned that the modern thinking on translation is on the side of fidelity to the source text, i.e. maintaining rather than manipulating the figurative texture of source text in the target text.

For instance, the English news headline:

To attack or not to attack: Israel confronts a dramatic decision

is translated into:

اسرائیل در تصمیم گیری برای حمله به ایران سردرگم شده است

(اسرائیل: Israel; در: in; تصمیم گیری: decision-making; برای: about; حمله: the attack; به: to; ایران: Iran; سردرگم شده است: is confused)

Back Translation: Israel is confused in decision-making about the attack to Iran

The English news headline consists of two parts and **alluding** to Hamlet's famous soliloquy by Shakespeare, the headline uses **parody** to clearly emphasise Israel's indecisiveness about the attack to Iran. Then in the second part of the headline, Israel is **personified** and **metonymically** refers to Israel's government officials with Prime Minister Benjamin Netanyahu on top.

In the Persian headline, the second part of English version is reproduced and maintained which resulted in ***preserving*** personification and metonymy, however, the first part is deleted and consequently allusion and parody are ***left out***. The omission of these wordplays significantly decreases the status of Israel's indecisiveness and its confusion in decision-making whereas the Persian language contained the potential capability of preserving allusion and parody by translating the headline in the following way:

حمله کردن یا نکردن: اسرائیل در تصمیم گیری برای حمله به ایران سردرگم شده است

Back Translation: To attack or not to attack: Israel is confused in decision-making about the attack to Iran

By not transferring the English wordplay in Persian the target audience miss the meaning and impact of wordplay. Accordingly, the second question of the present research will deal with the changes that are used in rendering wordplay from English news headlines into Persian to determine whether wordplay is preserved or gone through manipulation.

The present thesis is a case study which deals only with a single source of news. To be able to gain knowledge of wordplay employed in headlines this type of data is more insuring because if the data were selected from different sources the policy of different news websites could vary. One news website might show preference in engaging headlines with wordplays while others might not which could affect the conclusion and making inferences.

One of the main criticisms of employing any case study might be that the data collected cannot be generalised. However, much can be learned from a particular case and the result of the present study can be used as a representative in dealing with the probable use of wordplays in other print or online news and the ways these wordplays are transferred from source news to target news headlines.

1.4 Research Objectives

1.4.1 To investigate the probable use of wordplays (rhetorical figures of speech) in English online news headlines, to determine the type(s) of wordplays and the frequency of their occurrence in presenting the intended effects of communication.

1.4.2 To identify the transformational strategies that are used in rendering wordplay from English online news headlines into Persian.

1.5 Research Questions

The following research questions were addressed in this study:

1.5.1 What type(s) of wordplay is/are used in English online news headlines?

1.5.2 What changes in wordplay occur in the headlines while getting transferred from English to Persian?

1.6 Limitations and Delimitations of the Study

The present study addresses a number of issues including most significantly the issue of how the rhetoric of news headlines in English differ from that in Persian. Accordingly, questions one in section 1.5 was posed to investigate the type(s) of wordplay that were used in English and Persian news headlines. This can show how the headline writers' and translators' thoughts are presented. However, the effects that this wordplay may have in shaping or changing the potential readers' thinking is not within the scope of the present research. This issue, as van Dijk (1986, 1988a) mentioned, demands the psychological and sociological studies of news and fall under the category of sociocognitive approach to news analysis.

Since in the present thesis both the source news headlines and target news headlines are extracted from the same news website, the differences in the issue of ownership, ideological and socio-political perspectives may not be perceptible. Valdeón (2005a; 2007a) claimed that when translations are originated in the source culture, and have been translated by text producers anchored in the source culture, "translators, irrespective of whether they are native speakers of the target language, are bound to be heavily influenced by the source language and the editorial routines of the news corporation, whose political and ideological agendas are shaped by source culture political motivations" (p. 157). However, the similarity in ideological

perspective is one of the advantages of the present data because this study merely aims to investigate the use of wordplay and its transformation in two languages of English and Persian. Employing textual rhetorical analysis, this thesis is of translational nature rather than cognitive, ideological or socio-political analyses. Accordingly, in the present thesis that the ideological and socio-political directions of source and target news headlines are similar, attaining research objectives can be systematically directed. Wherever in the study ideological outlook is presented, it is just complementary to previous arguments on rhetorical analysis.

Pursuing different dimensions of news production and translation as well as focusing on daily routines of news gathering is not the focus of the present study. Such an investigation is present in Fishman's (1980) sociological analysis of newsmaking. It should be noted that the present research is concerned with online news; headlines are extracted from Euronews website. There are several reasons for this choice that will be mentioned in chapter three under justifications for data selection. Hence, it should be mentioned that the use of one news website can put limitations in making inferences. The strategies used in transformation of headlines and rhetorical figures of speech, in the present corpus, may not necessarily be applied to all news websites and with different corpus different results can be obtainable. However, the present study can be a representative of what goes on in the news transformation process in news websites.

1.7 Definition of Key Terms

Online News: Rising in 1995, it refers to the news that exists on the World Wide Web or internet (Allan, 2006). Providing the required hardware, software and connectivity, the work in online news can be done from any place (Deuze, 2003,

2008).

News Headline: A news discourse category that precedes the rest of the news item, and expresses the main topics of the text. Headlines usually appear on top of the news text, with large and bold type, possibly across several columns. It functions as a preliminary summary and a persuading element. Headline is an obligatory category in a well-formed news discourse (van Dijk, 1988a).

Rhetoric: A dimension of discourse which addresses the persuasive aspect of language use and, more particularly, with the account of those properties of discourse such as rhetorical figures of speech, that can make communication more persuasive. The focus of rhetoric is on persuasion (Leach, 2000; van Dijk, 1988a).

Rhetorical Analysis: The analysis of written or oral discourse to determine why it is persuasive (Cole, 1991). Every discourse, including scientific discourse, has a persuasive element (Fahnestock, 1986).

Wordplay (Rhetorical Figures of Speech): A rhetorical figure of speech is a form of speech with the artful use of words in a way that is different from their common usage (Corbett, 1990; Leigh, 1994). Some scholars like Grinnell (1987) used the term *wordplay* instead of *rhetorical figures of speech*. Though the terms that are used may vary, both refer to the same concept. Throughout the present thesis, the term “wordplay” will be used. This issue will be discussed in detail in section 2.4.1.

Schemes: One major group of wordplays which involves a change in standard word order or pattern. Schemes contain the play with grammar, i.e. deviation from the customary grammatical structure (Leigh, 1994). Different types of schemes are discussed in section 3.1.3.

Tropes: The second major group of wordplays which involves a change in the meaning of words. Most often, a word is used in a sense other than its conventional

or literal one to draw attention to the particular point. Tropes contain the play with meaning (Corbett, 1990). Different types of tropes are discussed in section 3.1.3.

Persuasion: For news discourse, persuasion has a very particular goal and function. The persuasive dimension involves “the formulation of meanings in such a way that they are not merely understood but also accepted as the truth or at least as a possible truth.” (van Dijk, 1988a, p. 83).

Transformational Strategies: In van Dijk’s (1988a) words news production is an extractive and transformational process that “involves in transformation of source text data into final news articles.” (p. 133). van Dijk (1988a) asserted that the news production process is organised by a small number of source text processing routines, which he collectively called “transformational strategies”. These involve addition, selection, reproduction, summarisation, deletion, substitution, reordering, permutation, and stylistic and rhetorical re-formulation.

Trans-edition: This composite term is coined by Stetting (1989) from the two terms “translation” and “edition”. Trans-edition of a text involves the combination of two tasks of “translation” and “edition”, and it is different from the pure “translation” and “edition” (Hautanen, 2006).

1.8 Organisation of Thesis

This thesis is organised containing the following chapters:

Chapter 1 (Introduction): It contains introduction in which the rationale for performing the present research is presented, the problem under study is stated, research questions are posed, and the purpose of conducting the research is specified. Limitations and delimitations of the study are discussed, and the definitions of key terms are provided.

Chapter 2 (Review of the Related Literature): This chapter will critically review the most significant studies in the past regarding wordplay, persuasion, translation, and news media, and will investigate the gap that exists in the field. It will also investigate the current theories, and models of translation that have relevance to present study with the purpose to gain insight into these theories and to specify relevant arguments with respect to the impact of translation on news making.

Chapter 3 (Theoretical Framework of the Study and Methodology): This chapter will present the theoretical framework in which the research is grounded and the methodology that is employed in addressing the research questions. It will also give information about the data, and provide justification for its selection. The procedures for data analysis will be discussed in this chapter.

Chapter 4 (Data analysis and Discussion): It deals with the analysis of the data collected and the examination of the research questions in order to determine the types of wordplays that are used in English news headlines and investigate the changes that they manifest getting transferred from English into Persian.

Chapter 5 (Conclusion): The study will be summarised in conclusion, the contribution of literature review and significance of selected methodology and theoretical framework will be reviewed, the findings will be mentioned, contribution of research to knowledge will be stated, and recommendations for further study will be provided.

CHAPTER 2

REVIEW OF THE RELATED LITERATURE

2.1 Overview

The current chapter will highlight writings and research conducted on certain aspect of news media, i.e. news headlines, which define the direction of the present research. In news headlines, the focus is on wordplay investigation and its transformation from English into Persian.

This chapter consists of two major sections; the first elaborates on literature, research and work relating to the mass media and tools of persuasion used in news. The second section concentrates on translation, especially that relating to wordplays in news headlines as a tool of persuasion. Translation “always involves transformation and transformation intrinsically results in transmutation of the original message” (Darwish, 2009, p.30). Thus, the second section highlights the different transformational strategies that can be used in transformation of message from one language into another.

2.2 Mass Media

Human being is a social entity and as such interaction has always been an integral part of life. Before the rise of technology, communication could only go as far as one’s voice could reach. Consequently, communicating and relating to the large group of people were not easy work. With the introduction of technology, man became capable of bypassing his limitations in communication. The term first used in 1922, one of the fruits of technology is *mass media* which refer to channels of

communication that are particularly designed to reach a large audience. As Lorimer and Scannell (1994) mentioned, mass media are nearly indispensable and extremely invaluable to modern society. Information is collected, analysed and disseminated by mass media, so they become a vital link for governments to inform people of their nation and of the world and at the same time elicit the opinions of society.

The role of mass media as the principle channel of communication in the modern democratic society is quite important because it has a profound influence in forming opinions; i.e. any selection of message in the mass media has a fundamental impact on the whole society (Fog, 1999). Sorlin (1994) presented a deep and analytical view of the mass media concept emphasising that systems as distinctive as posters and radio, newspapers and films have come to be seen as the basic components of a unique whole.

Getting informed about the government's performance is mostly attainable through mass media. Besley, Burgess and Prat (2002) argued that the mass media improves citizens' capability to inspect government's actions; for instance, in a construction of a bridge citizens merely through media scrutiny can confirm whether appropriate consideration has been paid to the connected costs and benefits. Similarly if one of the fifty regions of a country is hit by flood, only the one which is directly affected is aware of government's actions. However, the other 49 regions, can judge through media whether the government is being responsive or not and it may ultimately influence the voting decisions of these regions.

The large body of information people use in voting is provided by mass media. Therefore, mass media can affect policy (Strömberg, 2004). Maiola and Meyer-Resende (2008) reported on the role of media in voter education and announcing the time and place of voting. Freedom of expression was emphasised in their report.

Undeniable influencing role of media in human life invites comprehensive researches and studies in this domain. Wimmer and Dominick (2011) emphasised on the necessity of understanding mass media research. They highlighted three basic steps to success: Determining what people want; giving it to them; and mentioning that you have given it. The way to this three-step philosophy is through research.

2.2.1 Media Ownership and Framing of Issues

The present thesis examines the English and Persian news headlines as a final product, i.e. as they appear in their final version in news website. In other words, the institutional processes that take place in writing and translating headlines are not the focus of this study. For this reason, in this section, the issue of framing and ownership is discussed generally without going into details in order to highlight the gatekeeping process enforced in news formulation. The issue of gatekeeping is discussed because in news making, editorial policy plays an essential role in the direction and outcome of translation. Accordingly, before any discussion of wordplay transformation in news headlines the overall picture of gatekeeping process is provided to generally introduce what happens in news production, and then the headlines will be dealt with as the final product presented in Euronews website.

The number of people and the roles they play in mass media are quite vast. The most noticeable players are journalists. However, there are also other players such as owners, editors, technicians, businessmen, secretaries, administrators, designers, advertisers, politicians, and audience members. The influence of some major players on mass media can be quite conspicuous. For instance, the influence of government, exerted from outside, can be controversial. On one hand, in most instances, it is the

provider of information to mass media. On the other hand, it has the power to regulate and control (Lorimer & Scannell, 1994).

A certain amount of control over the content takes place in production processes in print and broadcast media (Bruns, 2009). This control of the flow of information in news is called “gatekeeping”. Gatekeepers (journalists, editors, owners) decide which pieces of information should go through a specific gate (Vuorinen, 1996). In the majority of gatekeeping processes there are clearly defined limitations to the type of news that enters into the news production process. Furthermore, particular news organisations may also have certain house policies to include or exclude specific events because of their effects for the organisation’s political or commercial agenda. In fact, in news organisations two gates are being constantly controlled: one at the input stage through which news and information is permitted into the news production process, and the second in the output stage through which news report appears in the media (Bruns, 2009). Bruns concluded that the motivations for gatekeeping varies in these two stages: gatekeeping at the input stage is to meet the routines and political and commercial agenda of organisations, while in the output stage it is to deliver clear and important information to the audience. Meanwhile, mass media generate a huge amount of money for producing information and entertainment. For instance, just in America alone, media industries get about \$ 454 billion a year (Biagi, 2007). However, most people do not know about the laws and policies that control the running of media institutions (Lorimer & Scannell, 1994).

The systems of framing issues consist of “stereotypical scenarios, routines, and beliefs, and are based on expectations in a given social situation.” (Gambier, 2006, p. 11). Entman (1991) claimed that news frames focus on what is discussed and the way it is discussed. These frames are embedded in the keywords, metaphors, symbols,

concepts, and visual images employed in the news narrative. The framing of issues makes it possible for journalists and editors to create a specific context for the readers and viewers with the ultimate purpose of generating specific feelings and responses on the part of the audience. “News frames make certain facts meaningful, provide a context in which to understand issues, shape the inferences made, reinforce stereotypes, determine judgments and decisions, draw attention to some aspects of reality while obscuring other elements” (Gambier, 2006, p. 11).

Occasionally according to the targeted audience, when news is submitted to translation and undergoes a reframing process, the translated version becomes extremely poor in quality. CNN en Español can be an example. It was launched in 1997, however, because of the poor quality of translations was cancelled in September 2004 (Valdeón, 2005b). The poor quality of translation happens when the translator does not play the role of “mediator” (Bernacka, 2012; Gambier, 2006). The translator as a mediator actively participates in communications, and manipulates words in a way that strengthen understanding or serve political and ideological agendas (Darwish, 2009).

In their study on news production process, Hout and Jacobs (2008) casted light on how a reporter discovers a story, presents it to the newsroom, and then writes and reflects on that news. Kloch (2003) discussed that informing, but at the same time judging, is in the nature of most press and television reporting. Darwish (2006) argued that when news undergoes a translation process, it reframes and reconstructs the already constructed reality. Darwish’s (2006) claim can be considered logical, because translation does not take place in a vacuum. The manipulation in projecting the same news content may be in contrast with the concept of fidelity in translation. However, in practical terms, according to Vuorinen (1999), “it is an overoptimistic

fallacy to believe that news could cross linguistic and cultural barriers – even when these are barriers between cultures with close ties and contacts – without changes in content, style, perspective, focus, etc.” (p. 64). As Lefevere (2004) stated, the way translators understand themselves and their culture can influence their translation product. That may be the reason for Enkvist’s (1997) emphasis on the need of thorough study on contrastive rhetoric for teachers and translators.

2.2.2 Types of Mass Media

The present research investigates *wordplay* in *online news headlines*. Online news headlines are generated from “digital news media” which is the sub-domain of the general category “mass media”. In this section, different types of the general domain “mass media” will be discussed to elucidate the discussion on the more narrowed term “wordplay” in section 2.4.1.

As a general domain, mass media cover numerous elements. Syed (2005) divided mass media into two broad categories of print media and electronic media. Print media have a 500-year-old history while the electronic media are products of the 20th century. Jakubowicz (2011) believed that technological changes as well as cultural and social changes are essentially changing the media. Jakubowicz (2009) and Tandon (2008) emphasised that the distinction between “old” and “new” media is merely impermanent and one day all media will change to new media.

Khalatil (2008) mentioned that in the 1980s, “new media” was used to mark cable and satellite television, teletext, videotext and the VCR. Today it refers to blogs, cell phone messages, social networking sites and other new uses of technology. In other words, the term new media is referred to all those means of communication and representation in which there is digitalisation of the content. The

internet technology is helping the access to information and its transformation and makes the news and information part of a shared experience (Bowman & Willis, 2003; Cardoso, 2006; Newman, Dutton & Blank, 2012).

Fabos, Martin and Campbell (2007) dated the birth and growth of the internet to the 1960s as the US Defence Department's communications system named ARPAnet. They maintained that creating interactivity, enabling many traditional media to appear on computer screens and allowing individuals to create and share their own messages make internet a distinct mass medium.

Functions of mass media can range from provoking awareness to providing entertainment to the audience or advertising. Audiences differ in sex, age, nationality, culture, religion, income, and occupation. They come in contact with information through various methods of mass media (Lemos, 2010). Based on Bell (1991), Jucker (2005) expressed that in the traditional media very large production teams are behind any single message that are produced to the public while in the new media private individuals can give texts for a mass audience. Take, for example, web diaries.

Gerhards and Schäfer (2010) mentioned the passive role of ordinary citizens in news media in comparison to the dominating role of journalists. On the contrary, Alikılıç (2008) suggested that users of media play an active role in selecting the media source that best fulfils their needs.

Hallahan (1997) pinpointed to McLuhan's (1994) often-quoted phrase "the medium is the message" (p. 7) which expresses that the real influence of media on audience is based upon the medium rather than content. According to McLuhan (1994) whether people get the message by watching or listening or through reading, impact on the way they perceive. On the contrary Newton (1999) asserted that the

content of the media is more important than its form. The focus of the present study is also on the content of the medium; i.e. wordplay in news headlines; regardless of the form of the medium in which the content is received through; i.e. an online news website.

2.2.2(a) News Media

News is the backbone of most media (Siune, 1998). Smith (2005) defined news media as communication vehicles that are used basically to transmit newsworthy information to the large audience. They include print news media (newspapers, magazines), broadcast news media (radios, televisions), interactive news media (interviews, conferences) and increasingly internet based news media.

News coverage of an issue hints that it is an important matter to be discussed, therefore, draws the attention of readers (Bazzi, 2009; McCombs & Reynolds, 2009). McCombs and Shaw (1972) claimed that the information received from news media plays a vital role in constructing reality in the mind of audience. Studies (e.g. Eagly & Chaiken, 1993; Miller & Krosnick, 2000) implied that news from sources that people trust can be more persuasive than those of dubious sources because readers trust the judgment of news staff.

The content of newspapers has started to change in the United States. Solomon (1997) started his writing with a quote from Liebling (1975) that “The function of the press in society is to inform, but its role is to make money” (p. 6). For instance, broadcasting in the United States, according to Solomon (1997), became and has stayed commercial. Although the majority of journalists believe that news only expresses the facts and not opinions, genuine news articles may reveal opinions. News media are not a neutral reflector of social events, but basically lead in

reproducing preformulated ideologies. The formulation of ideas is made more objective by stating the comments of distinguished characters. Meanwhile, in news discourse specifications of events occur in cycles: high-level specifics are presented first; and later lower-level details are mentioned in order to help a potential reader get the most important information first (van Dijk, 1988a).

2.2.2(b) Journalism and Journalist

A key element of the news media, from Jakubowicz (2009) outlook, is two concepts of “journalism” and “the journalist”. Journalism is the practice of broadcasting an event to the public. It is the most salient communicative practice on the culture of a country which can reveal the nature of language as a medium of thought and expression. Scholars from a spacious chain of academic disciplines ranging from linguistics, translation studies, discourse studies to media studies, sociology and others are being attracted to the politics of the language of journalism.

Definition of the term “journalist” is controversial. Friend and Singer (2007) mentioned that definition of “journalist” is of a fuzzy nature. It is an occupation that some people call just a craft and others promote it to the status of profession. Friend and Singer (2007) argued that there is not any official definition or formal requirement for the term.

There is a famous quote from Graham Greene (1981) about journalists: “A petty reason perhaps why novelists more and more try to keep a distance from journalists is that novelists are trying to write the truth and journalists are trying to write fiction.” Greene worked as a journalist before becoming an author.

Journalism has bipolar characteristics. On one side, journalists attempt to say the truth and, on the other side, construct up that truth in a way that becomes persuasive.